

HEADQUARTERS
UNITED STATES EUROPEAN COMMAND
UNIT 30400
APO AE 09131

DIRECTIVE
NUMBER 15-4

3 June 2001

PUBLIC AFFAIRS

Community Relations

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1. **Summary.** Provide Community Relations Policy for the United States European Command.
 2. **Applicability.**
 - a. This Directive applies to Headquarters, U.S. European Command, U.S. Defense Department Agencies, USEUCOM components, and DOD activities operating in the USEUCOM AOR.
 - b. Encompasses all Community Relations programs in the AOR regardless of name, program, or sponsorship including those activities in support of the U.S. State Department and the United States Information Agency.
 3. **Internal Control Systems.** This Directive contains internal control provisions and is subject to the requirements of the internal management control program. For HQ USEUCOM and subordinate joint activities, the applicable internal control directive is ED 50-8, Internal Management Control Program.
 4. **Suggested Improvements.** Send suggestions to: HQ USEUCOM ATTN: ECPA, Unit 30400, APO AE 09131 or Public Affairs Directorate, HQ USEUCOM, New York Strasse, Bldg 2301, Rm. 105A, Patch Barracks, 70569 Stuttgart or email to ecpa.pf@eucom.mil.
 5. **References.**
 - a. DoD Directive 5000.7.
 - b. DoD Directive 5410.18, Community Relations.
 - c. DoD Instruction 5410.19, Armed Forces Community Relations.
 - d. USEUCOM Directive 15-1, Public Affairs Organizations and Policies.

This Directive supersedes ED 15-4, dated 8 Apr 1996

6. **Responsibilities.**

a. USCINCEUR ECPA is responsible for:

(1) Implementing Department of Defense Public Affairs policy for Community Relations in the USEUCOM AOR.

(2) Coordinating and approving policy issues regarding Community Relations programs to include monitoring:

(a) U.S. military participation in air shows, aerial demonstrations, public exhibitions, open houses, and U.S./host country official ceremonies, observances, and other public events.

(b) Component Command participation in and/or support of military musical and ceremonial units' tours, open house program activities, orientation flights, ship embarkation and military installation tours.

(c) Programs involving more than one USEUCOM component, other DoD agency, or host country.

b. Component Commanders will:

(1) Approve DoD participation in the events not specifically reserved under directives to higher authority.

(2) Conduct community relations programs in accordance with the provisions of DoD, Service and USEUCOM Directives.

(3) Include USEUCOM ECPA as information addressee on all community relations programs involving U.S. Embassies, USEUCOM SAO locations and non-U.S. military related programs.

(4) Provide policy direction and guidance for community relations programs conducted by subordinate commands, consistent with the overall policy guidance and procedures in DoD, Service and USEUCOM Directive.

7. **Policies and Procedures.**

a. General Policy. The U.S. European Command and component commands are representatives of the U.S. Armed Forces and the United States of America in the more than 90 countries. It is in the best interest of the United States, DoD and USEUCOM for all elements of the command to undertake Community Relations programs that support the following objectives:

(1) Promote U.S. and host country public awareness and understanding of USEUCOM's mission.

(2) Demonstrate USEUCOM's presence and cooperation with host country governments and publics through participation in official ceremonies and public events.

b. Guidelines.

(1) Programs should be properly funded on the basis of need as part of funds appropriated by Congress.

(2) All public affairs expenditures, including those for Community Relations, must fall within Congressionally mandated limits.

(3) Primary Support to public events should be to those events of common public interest and benefit. U.S. military participation in a public event where an admission fee is charged is not appropriate without formal DoD/USEUCOM exception to policy.

(a) Exception: In keeping with customary performance practices in Europe, community sponsors of musical and ceremonial units by U.S. Military Components may charge a minimal admission fee to defray only the costs of procuring the performance site (i.e. auditorium, concert hall, theatre or community center) and costs associated with advertising and promotion of the event. Any excess revenues beyond what will cover the reasonable costs of sponsoring the event are to be donated to local charities of community-wide interest or benefit. When practical and/or appropriate, host-country military service aid societies should be given priority.

(b) The event must not endorse, selectively benefit or favor any private individual, special interest group, business, religion, ideological movement, commercial venture, political candidate or organization.

(4) Requesters of military resources must be informed that, should a military need for the military resource arise subsequent to approval of their request, the military requirement will have priority.

(5) For any proposed benefit or fund raising events involving military resources of U.S. Military Components, the appropriate U.S. Embassy must forward the request, using DD Form 2536 Request for Armed Forces Participation in Public Events (Non-Aviation) or DD Form 2535 Request for Military Aerial Support, with its endorsement and/or recommendation to HQ USEUCOM ECPA for approval. If approved, HQ USEUCOM ECPA will request support by appropriate U.S. Components, if available and if resources permit. Support to fund-raising events and programs is confined to:

(a) Campaigns authorized by DoD.

(b) Programs the U.S. President or the Chairman of the Civil Service commission authorize.

(c) Fund-raising activities supporting U.S. or host country military service aid societies.

(d) Community-wide interest and benefit host country community fund-raising activities; endorsed by the appropriate U.S. Embassy as being in the best interest of U.S. host country relations; and approved by USEUCOM.

(6) Participation by U.S. government, DoD or USEUCOM representatives at an event must not directly or indirectly endorse, favor, or selectively benefit any private or public individual, group, or venture or give the appearance of doing so. Support may not be approved for businesses (whether profit or non-profit) religious or sectarian movements and organizations, ideological movements, fraternal organizations, political organizations, campaigns, or testimonial events.

(7) Community Relations activities must not support events sponsored by organizations whose constitution, by-laws, membership qualification, or rituals are privately held and not available to the general public. All events must take into consideration host nation sensitivities.

(8) Community Relations activities should not result in monetary profit or gratuities to USEUCOM and/or other DoD personnel or organizations

(9) Aerial Demonstrations.

(a) All aerial events involving USEUCOM or other DoD component and Foreign Armed Forces will be coordinated with host nations and by USEUCOM (ECPA) through appropriate U.S. Embassy channels.

(b) All pertinent safety regulations of the Department of Defense, USEUCOM components, Military Departments, and host country governments will be observed and take precedence over all other considerations.

(c) Aerial demonstrations and activities by aircraft assigned to operational units will only be approved for the following occasions:

(1) Civic-sponsored public observances on such occasions as Armed Forces Day, Memorial Day, Independence Day, Veterans Day, and POW/MIA Observance Day, or corresponding host country observances.

(2) Events, which by themselves serve to demonstrate the advancement of aviation or promote public understanding of the USEUCOM mission.

(3) Memorial or funeral services for dignitaries of U.S. or host country Armed Forces and federal/national government and for rated/designated aviation personnel of the U.S. or host country Armed Forces.

(4) Other official or public ceremonies when approved by Component Commander.

(d) During hours U.S. aircraft are on display or providing demonstrations, qualified USEUCOM/other DoD component personnel will be available to explain missions and answer questions.

(e) Forward requests to Component Command with informational copy to USEUCOM ECPA and ECJ33 not later than 120 days, prior to month in which the event takes place. Requests received inside 120 days may not be processed in time to provide support requested. Forward all requests by message or mail.

(f) Component Command addresses (see Appendix A)

(10) Musical and Ceremonial Unit Requests.

(a) USEUCOM/other DoD resources or personnel supporting civilian sponsored activities may not be used when support competes with resources and services readily available in the public domain.

(1) U.S. military music supporting civilian sponsored events is limited to patriotic or military music. Exceptions, specifically authorized by U.S. Embassy or Component Commander, include band concerts, tours, or official U.S. and/or host country government or civic events.

(2) USEUCOM military bands will not provide background, dinner, dance, or other social music for public programs held away from a military installation unless authorized by Component Commander.

(3) Address requests for Official military musical and ceremonial support on DD Form 2536, *Request for Armed Forces Participation in Public Events (Non-Aviation)*, directly to Component Commands. If request form is not available, requests must include at a minimum: event and requestor description, location, dates, times, description of expenses covered and event POC.

(4) Community Relations activities must meet DoD, Service and this directive's requirements to qualify for support.

(5) In most cases, sponsors are expected to bear the expense of travel, lodging and food.

(6) Band addresses (see Appendix B)

(11) Send requests for exceptions through command channels, to the Director of Public Affairs, Headquarters, U.S. European Command (ECPA), Unit 30400, APO AE 09131. Exception requests shall contain as a minimum:

(a) Description of the program, to include dates, times, locations, event descriptions and details about the requestor.

(b) Identification of the policy in question.

(c) Brief narrative, cost/benefit analysis of providing the desired support.

(d) Recommendations.

c. Final Endorsement. After host government coordination, the Embassy must endorse the request back to Component for final approval. The endorsement must confirm the proposed U.S. and/or Foreign Armed Forces aerial demonstration was coordinated with and approved by host country's government.

FOR THE COMMANDER IN CHIEF

OFFICIAL:

DANIEL J. PETROSKY
Lieutenant General, USA
Chief of Staff

DAVID R. ELLIS
LTC, USA
Adjutant General

APPENDIXES

A – Component Command addresses for Aerial Demonstration Requests

B – Component Band addresses for Musical and Ceremonial requests

DISTRIBUTION:

P+
Embassies

APPENDIX A

Component Command addresses for Aerial Demonstration Requests

U.S. European Command

PLAD Address:

USCINCEUR VAHINGEN GE//ECPA/ECPLAD/ECJ3/ECJS//

Military Address:

HQ USEUCOM

ATTN: ECPA

Unit 30400

APO AE 09131

Civilian Address:

HQ USEUCOM (ECPA)

Geb. 2301

Patch Barracks

70569 Stuttgart, Germany

U.S. Army, Europe

PLAD Address:

CINCUSAREUR HEIDELBERG GE//AEAGC-O/AEAPA-PCD//

Military Address:

U. S. Army, Europe

ATTN: Chief of Public Affairs

Unit 29351

APO AE 09014

Civilian Address:

U.S. Army, Europe

Chief of Public Affairs

168 Romerstrasse

69126 Heidelberg

U.S. Naval Forces, Europe

PLAD Address:

CINCUSNAVEUR LONDON UK//019/019A/N3//

Military Address:

Public Affairs Office

CINCUSNAVEUR (Code 019)

PSC 802, Box 13

FPO AE 09499-0151

APPENDIX A (Cont)

Component Command addresses for Aerial Demonstration Requests

Civilian Address:

Commander-in-Chief, U. S. Naval Forces, Europe
Public Affairs Office, Box 13
7 North Audley Street
London UK W1Y 2AL

U.S. Air Forces in Europe

PLAD Address:

HQ USAFE RAMSTEIN AB GE//PAM/DOT//

Military Address:

HQ USAFE/PAM
Unit 3050, Box 120
APO AE 09094-0120

Civilian Address:

HQ United States Air Force in Europe, Public Affairs Office
GEB 413 Flugplatz
66877 Ramstein-Miesenbach, Germany

APPENDIX B

Component Band addresses for Musical and Ceremonial requests

U.S. Army Bands in Europe

PLAD Address:

CDRUSAREUR HEIDELBERG GE//AEAGC-O//

Military Address:

DEPARTMENT OF THE ARMY HQ USAREUR & 7TH ARMY

UNIT 29351

APO AE O9014

Civilian Address:

RÖMERSTRASSE 168

69126 HEIDELBERG, GERMANY

Phone Numbers:

DSN: 370-8652

ED 15-4

COMM: 49-6221-57-8652

FAX: 49-6221-57-7852

Sixth Fleet Band (U.S. Navy)

PLAD Address

SIXTHFLT BAND NAPLES IT//

Military Address:

Director, 6th Fleet Band

PSC 817, BOX 47,

FPO AE 09622-0047

Civilian Address:

Banda Della Sesta Flotta

Aeroporto Militare USA

Box 47 Capodichino

80147 Napoli, Italia

Phone Numbers:

DSN: 626-6732

COMM: 39-081-568-6732

FAX: 39-081-568-6725

APPENDIX B (Cont)

Component Band addresses for Musical and Ceremonial requests

U.S. Air Force Band in Europe

PLAD Address:

HQ USAFE RAMSTEIN AB GE//PA/PAB//

Military Address:

USAFE BAND

UNIT 3315

APO AE 09136-5000

Civilian Address:

U.S. AIR FORCE BAND

GEB 152

67681 Heuberg-Sembach, Germany

Phone Numbers:

DSN: 469-6551

COMM: 49-6302-67-6551

FAX: 49-6302-67-7819